

pioneer days

The Lone Ranger rides along with many rules

The success of any fictional character depends on countless intangibles and subtleties that can neither be foreseen nor considered.

Scores of characters are created and presented to the public, but down through the ages only a few remain in the established roster of heroes of fiction.

The Lone Ranger, who has now galloped past the quarter-century mark, is one of the few who has gripped the public fancy to become an institution. His creators, however, did follow a pattern of do's and don'ts that are usually attributed to successful adventures.

Beginning with the basic premise that a program must be entertaining, the creators added the fact that their hero must deliver a message. With the program geared for children, it was agreed that whatever was to be accomplished would have to be done with subtlety.

Basically, it was decided that children should have the following: patriotism, tolerance, fairness, and a sympathetic under-

standing of fellow men and their rights and privileges.

With this foundation, the Lone Ranger was created two generations ago, and has continued unwaveringly since.

Patriotism

Motivated by love of country, and originally a strong desire to help the pioneers who settled in the West, the Lone Ranger teaches a brand of patriotism that consists of more than flag waving and answering the call of war.

When interpreted from the scripts, it is learned that patriotism means service to the community, voting, aiding in community development of schools and churches, and an obligation to maintain a home in which good citizens may be reared. It further means a respect for law and order and calls for a preservation of our heritage, specifically the rights of freedom of speech and religion.

Fairness

The Lone Ranger advocates the American tradition, which gives each man the right to choose his work and to profit in proportion to his effort.

He registers disapproval of men who take unfair advantage of those who step beyond the bounds of fair play, and those who attack from behind. He constantly disapproves of bullies.

Tolerance

If the Lone Ranger accepts the Indian, Tonto, as his closest companion, it becomes obvious to children that great men have no racial or religious prejudice. Nowhere in the stories are any minority groups referred to in a derogatory manner.

Sympathy

The Lone Ranger chooses the side of the oppressed—the underdog—the little man in need of help, and is a specific example of a

man who can be strong, yet tender—a man who can fight hard, yet show his mercy and compassion.

He is especially understanding of men's frailties and the other man's point of view, expecting no man to be perfect, nor expecting the impossible from him. He is of a forgiving nature.

Religion

The Lone Ranger believes that the sacred American heritage provides that every individual has the right to worship God as he desires.

Generally visualized as a Protestant, his confidantes are Tonto, the Catholic padre of a mission. This resolves the idea of showing respect for practices and worshippers of all denominations, including the Indian's veneration of the Great Spirit.

Sex, gore, brutality

The sanctity of the home is protected, and all love interests are kept wholesome.

The circumstances behind the creation of the masked lawman make it necessary never to write a love interest for him into the program, but romance is introduced in his associates—romance free of triangles, feistiness and lusty sex.

Criminals

Criminals are never shown in an enviable position of wealth or power nor do they ever appear as successful or glamorous.

Lone Ranger don'ts

The Lone Ranger is never shown without his mask or a disguise.

Names of unsympathetic characters are carefully chosen, avoiding the use of two names as much as possible to avoid even further vicious association. More often than not a single nickname is selected.

The Lone Ranger does not drink or smoke, and saloon scenes are usually interpreted as cafes, with waters and food instead of bartenders and liquor.

arm his opponent as painlessly as possible.

Logically, too, the Lone Ranger never wins against hopeless odds; that is, he is never seen escaping from a barrage of bullets merely by riding into the horizon.

Even though the Lone Ranger offers his aid to individuals or small groups the ultimate objective of his story is to imply that their benefit is only a by-product of a greater achievement—the development of the West of our country. His adventures are usually groups whose power is such that large areas are at stake.

All adversaries are American to avoid criticism from minority groups.

Names of unsympathetic characters are carefully chosen, avoiding the use of two names as much as possible to avoid even further vicious association. More often than not a single nickname is selected.

The Lone Ranger does not drink or smoke, and saloon scenes are usually interpreted as cafes, with waters and food instead of bartenders and liquor.



CLAYTON MOORE, the original 'Lone Ranger'

Mask hid Ranger's I.D.

As the only masked figure identified with the side of law and order, the Lone Ranger stands apart from all other Western heroes as a singularly unique conception in the annals of mythology. Yet few of the estimated 60 million fans who follow The Lone Ranger's courageous exploits on radio and television each week know the origin of the world's most famous mask.

A member of a six-man patrol of Texas Rangers sent out to track down and capture the notorious Butch Cavendish gang, the Lone Ranger was the sole survivor of an

ambush.

The outlaws did not realize they had failed to kill this lone surviving ranger and he decided to conceal his identity before starting to track them down. The mask of the Lone Ranger has concealed this identity through three generations.

The Lone Ranger's mask remains through nearly a quarter-century of blaring adventure, not only a symbol of right and justice, but also as an ever-green reminder of tragedy wrought by evil-doers.

Lone Ranger is law

The origin of the Lone Ranger is a matter of record.

The Lone Ranger is a composite of all men who stand for law and order. He is not a swashbuckling cowboy, but rather one of us, Texas Rangers sent West to apprehend a notorious gang of outlaws.

All of the Rangers were ambushed and left dead, but one survived and was nursed back to health by Tonto, the Indian, whom he had once befriended years before.

The lone survivor, marked to avoid identification, thus began his series of adventures by apprehending the mythical Cavendish gang in the early days of the Frontier.

The Lone Ranger, now playing to a third generation, has always stressed the fact that young people of America owe much to their ancestors, and to pay this debt, they must maintain their heritage and pass it on to their descendants.

The Lone Ranger stands as a tribute to the creators, who have successfully brought about a type of an entertainment educational medium.

He has consistently pointed out, as accurately as possible, the hardships that were endured with courage, and the determination ancestors showed under the trying conditions.

Masked man has many faces

At first thought, The Lone Ranger brings to mind the picture of the Western lawman with the mask which has become his trademark over nearly a quarter of a century. Actually, he often dons his mask and in various disguises has developed into a "man of many faces."

Who, for example, would think of The Lone Ranger playing Shakespeare to track down an outlaw—in particular the difficult role of "Othello"? But in the TV episode, "Outlaws in Grease Paint," he put aside his familiar mask to don the mantle of the Bard.

The secret of The Lone Ranger's unmasked appearance remained intact, however, as the whistler of the "Othello" role kept his actual features concealed.

In his efforts to combat crime in the West, the Lone Ranger often resorts to equally imaginative disguises.

Occasionally, his famous Indian partner, Tonto, joins in those ingenious excursions. Pursuing outlaws in "Wanted: The Lone Ranger," the two champions of justice maneuvered as circus clowns.

Jumping from the circus ring to a soap box, the Lone Ranger tracked gun slingers in "The Wooden Rifle" as a goateed patent medicine salesman and in "The Letter Bride," was a Swedish Laundryman, helping Lee Po, Chinese Laundryman of Foreign Flat, find his kidnapped wife.

A high point in versatility was reached in "The Return of Don Pedro O'Sullivan," when the Lone Ranger created two separate characters during the same adventure. He appeared as a sombrero-wearing Mexican lute and as a red-headed Irish-Mexican patriot.

The rest is history

Rangers went to capture Cavendish

Three generations of Americans have thrilled to the adventures of "The Lone Ranger." Riding his great white stallion, "Silver," and accompanied by his faithful Indian friend, Tonto, the masked rider of the plains is one of the most exciting figures ever to emerge from the dusty tales of the old West.

The identity of "The Lone Ranger" remains a secret to all except Tonto but the legend that describes the beginning of his dedicated career can be told. It is a story of friendship and bravery.

In the days when there was little law west of the Pecos, a patrol of six Texas Rangers was assigned to track down and capture the notorious Butch Cavendish, leader of a ruthless band of outlaws that terrorized the entire West.

Led by a Captain Reid, and by Reid's

younger brother, the patrol approached a narrow mountain pass called Bryant's Gap. A hired scout was sent ahead to look for signs of the Cavendish gang. Unaware that the scout was actually in league with the outlaws, the Rangers trusted his report that the canyon was clear.

They rode ahead, and in the center of the canyon trail, they were ambushed. Four of the patrol were killed immediately. The captain and his brother returned the fire, but to no avail, and they soon fell. The outlaws checked quickly for signs of life, and finding none, they rode off. Actually, the younger Reid was still alive, although badly wounded.

During the night, an Indian from the Pawawot tribe came upon the bodies and discovered Reid. He carried him to a nearby

cave and spent days bringing him back to health. When the remaining Ranger awoke, he recognized the Indian as Tonto, an old childhood playmate, and one who used to call him "Kemo Saby" or "trusty scout."

When Tonto told him what had happened, the Ranger swore vengeance, asking Tonto's help to track down the gang. Still true to his Texas Ranger code, despite the brutal murder of his companions, his plan was to take Cavendish alive and bring him to justice.

Knowing he would be recognized by the outlaws' many cohorts throughout the Territory, Reid donned a mask and assumed, shortly after, the masked man and Tonto discovered a magnificent wild white stallion,

whose coat gleamed like silver in the sun. The great horse was being attacked by a buffalo, and was near death. "The Lone Ranger" killed the buffalo, and cared for the stallion until he was recovered. The grateful animal attached himself to his benefactor, who named him, and named him "Silver."

With "Silver's" speed and Tonto's assistance, "The Lone Ranger" soon fulfilled his vow and captured the Cavendish gang. The outlaws were tried and convicted, and punished for their crimes.

Realizing the greatest need for a champion of justice in the unsettled frontier, "The Lone Ranger" decided to keep his masked identity permanently. Joined by Tonto, he set off on the series of exploits that have made him one of the West's most thrilling and imitated heroes.

Many events crowd Pioneer Days calendar

The third annual Carbondale Pioneer Days calendar of events includes:

Sunday, Aug. 23

7 p.m., Miss Pioneer Days Pageant, Carbondale Area High School auditorium.

Monday, Aug. 24

Hendrick Night

5 p.m., opening ceremonies on the stage at the park, 5:15 p.m., The Kitchen Band, 6 p.m., The Creative Dancers, 7 p.m., The Friendly City Chorus, 8:30 p.m., featured band, The Pennsylvania Merry-makers.

Tuesday, Aug. 25

5 p.m., exhibition by the Pepsi-NBA

National Hotshot champions, Joe Reno and Diane McGraw, 8 p.m., "The Wizard" magic show, 7 p.m., The Carbondale Dancers, 8:30 p.m., featured band, The Irish Bull-dozers.

Wednesday, Aug. 26

8 a.m., second annual Carbondale Police Department—Pioneer Days police combat pistol competition, all day at the Carbondale Area High School field, 1:30 p.m., free glass-corn screening sponsored by St. Joseph's Hospital, at city hall, 5:30 p.m., Methodist "Beau and Belle," 6 p.m., Red Correll and His Square Dancers, 7 p.m., YMCA gymnastics exhibition, 8:30 p.m., featured band, Abilene.

Thursday, Aug. 27

Gentex Night

1:30 p.m., free blood pressure screening sponsored by Carbondale General Hospital, at city hall, 6 p.m., Carbondale Karate Club martial arts exhibition, 7 p.m., The Civic Dancers, 8:30 p.m., featured band, Dodge City.

Friday, Aug. 28

Scranton Times Night

4 p.m., The United States Air Force Band of the East and the Ambassadors, 6:30 p.m., Pearl's Twirlers, 8:30 p.m., featured band, TNT, 10 p.m., spectacular fireworks show.

Saturday, Aug. 29

Scranton Tribune Night

9 a.m., First National Bank of Carbondale—Pioneer 10,000-meter run, 1 p.m., big parade, featuring Clayton Moore of Lone Ranger fame, Oscar Robertson, and retired boxing champion, Carmen Basilio, 5 p.m., The United States Air Force Band of the East, encore, 7 p.m., Uncle Ted and his magic show, 8:30 p.m., featured band, The Poets, with Frankie and the Corvettes and Macho Men.

All events will take place in Memorial Park, across from city hall unless otherwise indicated.

Two local beauty queens have pageant roles



The first Miss Pioneer Days Beauty Pageant, slated for Sunday, Aug. 23 at the Carbondale Area High School, will feature two area residents who have participated in various beauty pageants.

Featured will be Mary A. Speicher and Nancy Duffy.

Miss Speicher, the 18-year-old daughter of Mr. and Mrs. Thomas A. Speicher, RD 1, Carbondale, was a finalist in the Miss United Teenager.

She will crown the chosen queen and her court.

Miss Duffy, the 12-year-old daughter of Mr. and Mrs. Thomas Duffy, RD 2,

Thompson, holds the title of third runner-up in the Pennsylvania Miss National Pre-teen Pageant.

Recently she appeared in the Coal Company Theatre's production of "Annie Get Your Gun," in the role of Nellie, Annie's youngest sister.

She will be appearing at the Harford Fair Aug. 21 and 22.

At the city pageant, she will perform a dancing and singing routine.

Tickets will be available at the door. Cost is \$3 for adults and \$1.50 for children under 12.

...But who is Clayton Moore?

"A fire horse with the speed of light—a cloud of dust and a hearty 'Hi ya, Silver, away!'"

With his faithful Indian companion Tonto, the daring and resourceful masked rider of the plains led the fight for law and order in the early west.

Return with us now to those thrilling days of yesteryear.

Most readers will remember those words as beginning each exciting weekly episode of "The Lone Ranger" television show.

And most will remember that Clayton Moore was the principal actor to have the featured role.

But how many know anything about Moore other than he was the Lone Ranger? Moore was born Sept. 14 (year unspecified on his resume) in Chicago, Ill.

His education was at three Chicago schools: Hoy School, Sullivan Junior High, and Senn High.

From 1943 to 1945 he served in the Army Air Force.

His employment has included: trapeze artist in the circus, Robert Powers model in New York, actor at Republic Studios in California where he was called "King of the Snake," and acting under contract in California to Warner Bros., MGM, and Edward Small Productions, making many feature length pictures.

He started the Lone Ranger series in 1949 and has since then been the "face" of the series.

What are Moore's hobbies?

Fishing, training horses, boating, and collecting antiques.

You're invited to the 3rd Annual

CARBONDALE PIONEER DAYS

Aug. 24-29 in Carbondale



- OVER 70 STANDS
 - RIDES & GAMES
 - FIREWORKS
 - NIGHTLY CONCERTS
 - FOOD! PRIZES!
 - DANCING
 - RACES! TENNIS!
 - SOFTBALL
 - PISTOL MATCHES
 - REFRESHMENTS
 - TOURNAMENTS
 - MISS PIONEER
 - DAYS PAGEANT
 - GIGANTIC
 - 3-HOUR PARADE
- STARTS 1 P.M.
- SATURDAY, AUG. 29
- 200 ENTRIES
- FLOATS! BANDS!
- N.E.P.V.F.F. SANCTIONED

MEET THE STARS



CLAYTON MOORE
The Original "LONE RANGER"

OSCAR ROBERTSON
basketball great
courtesy of
PEPSI COLA
Official drink
of Pioneer Days

CARMEN BASILIO
former middleweight
champion
courtesy of
Genesee Brewing Co.

40 hours of free entertainment

Sunday, Aug. 23

7 p.m., Miss Pioneer Days Pageant, Carbondale Area High School auditorium.

Monday, Aug. 24

Hendrick Night

5 p.m., opening ceremonies on the stage at the park, 5:15 p.m., The Kitchen Band, 6 p.m., The Creative Dancers, 7 p.m., The Friendly City Chorus, 8:30 p.m., featured band, The Pennsylvania Merry-makers.

Tuesday, Aug. 25

5 p.m., exhibition by the Pepsi-NBA national Hotshot champions, Joe Reno and Diane McGraw, 6 p.m., "The Wizard" magic show, 7 p.m., The Carbondale Dancers, 8:30 p.m., featured band, The Irish Bull-dozers.

Wednesday, Aug. 26

8 a.m., second annual Carbondale Police Department—Pioneer Days police combat pistol competition, all day at the Carbondale Area High School field, 1:30 p.m., free glass-corn screening sponsored by St. Joseph's Hospital, at city hall, 5:30 p.m., Methodist "Beau and Belle," 6 p.m., Red Correll and His Square Dancers, 7 p.m., YMCA gymnastics exhibition, 8:30 p.m., featured band, Abilene.

Thursday, Aug. 27

Gentex Night

1:30 p.m., free blood pressure screening sponsored by Carbondale General Hospital, at city hall, 6 p.m., Carbondale Karate Club martial arts exhibition, 7 p.m., The Civic Dancers, 8:30 p.m., featured band, Dodge City.

Friday, Aug. 28

Scranton Times Night

4 p.m., The United States Air Force Band of the East and the Ambassadors, 6:30 p.m., Pearl's Twirlers, 8:30 p.m., featured band, TNT, 10 p.m., spectacular fireworks show.

Saturday, Aug. 29

Scranton Tribune Night

9 a.m., First National Bank of Carbondale—Pioneer 10,000-meter run, 1 p.m., big parade, featuring Clayton Moore of Lone Ranger fame, Oscar Robertson, and retired boxing champion, Carmen Basilio, 5 p.m., The United States Air Force Band of the East, encore, 7 p.m., Uncle Ted and his magic show, 8:30 p.m., featured band, The Poets, with Frankie and the Corvettes and Macho Men.



Win a trip to the
Bahamas
and MORE!